

# MAINE SCIENCE FESTIVAL



**2023**  
**Sponsorship**  
**Opportunities**

The Maine Science Festival (MSF), an independently funded program of the Maine Discovery Museum, is the **first and only science festival in Maine**. The MSF launched in 2015 and is a celebration and exploration of the national and world leading science by the Mainers who do it. With more than 70+ activities and events over five days, **we bring Maine science to the public**.

The MSF is the only multi-day public science event in Maine that brings together a vast array of science **AND** Mainers of all ages and interests. With forums, talks, workshops, hands-on activities, films, and art exhibits, festival-goers learn about the remarkable science happening all over Maine, from the people who do it.

The MSF audience is extensive and wide ranging, with well over 12,000 attendees of all ages, over the five days. Not only do we reach science enthusiasts, we reach students, families, and general audiences who do not work in a science-related field. Within those areas, the largest percentage of our audience are adults ages 20-55, with an annual salary range of \$50,000-75,000.

## What Presenters say:

It's always great to present at the MSF. The audiences are so enthusiastic. The school kids are full of energy and adult audiences are smart and engaged. **This is THE place** to reach a general audience in Maine.

What I love about MSF is the chance for scientists to get out of the lab and share their passions with the community. It is such a terrific opportunity for scientific learning and interaction that is **really hard to find anywhere else - it's informal and entertaining, but not oversimplified or dumbed-down**. Non-scientists get to ask questions about these unique topics, and scientists are able to share their expertise with an enthusiastic public.

The MSF is bringing all sorts of science to Mainers who would not have access otherwise. **It's important to raise awareness of the world-class work** going on here and to let people know about science that should be better understood. Having that work being done in Maine at the MSF is excellent outreach and informal education.

There are some world changing projects being built in Maine and **it's important that the state is aware of them**. (The MSF is an important avenue for this advocacy and creates opportunities for researchers, educators and entrepreneurs to meet each other which could foster impactful relationships for the future of our state and beyond.

## What attendees say:

Checked out the MSF last night [Science on Tap] hoping to hear about food systems but instead **became more fascinated** by yogurt than I ever thought possible.

The science festival was the highlight of my weekend.

We've come every year since you started & **it keeps getting better**.

Love the workshops around education. I also really loved the bias presentation two years ago. Wanted to go to the 5 Minute Genius presentation but we didn't up being able to come up on Friday. I wanted to go to the board gaming session too but again, we weren't able to stay through Sunday. **(Apparently my biggest suggestion is to myself, that we need to come up and stay the whole weekend.)**

**I didn't expect to tear up** listening to Robert Krulwich from Radiolab tonight as the headliner for the MSF. But I am. He is speaking about metaphor and imagery and it relieves me to know other people see the world this way.





The Maine Science Festival audience is full of people who are passionate about science, or just curious about what's happening in Maine. The MSF is the best way to reach inquisitive and energetic people from all over Maine.

It is vital that Mainers of all ages have the opportunity to learn about both the national and world-leading research in Maine, AND all the ways science is applied throughout the state. The MSF works with our sponsors to showcase the vast reach of science, engineering, technology, and innovation used daily in Maine. We produce event programming that appeals to a wide audience, and our sponsors provide both financial assistance and inspiration. We have a variety of opportunities for MSF sponsors to reach our audience, including:

- Presenting sponsorship
- Headliner sponsorship and identification
- MSF Showcase events – held every festival:  
    Science on Tap, 5 Minute Genius™, Tech Night, Exploration Station, Science Board Gaming
- Event sponsorships
- Social media recognition
- Recognition on print and online program materials
- Programmatic presence at festival

Some of the opportunities listed above are reserved for the highest level of sponsorship (\$20,000 and up).

We encourage MSF sponsors to choose from the opportunities listed here, or suggest a custom opportunity that better aligns with your mission and organization. We want to make this a win-win for all of us.



**Science is Everywhere**

Learn more at [www.mainsciencefestival.org](http://www.mainsciencefestival.org)

# Sponsorship Levels - Details

Level (number available) Investment amount	Presenting (1) \$50,000+	Atmospheric (2) \$20,000	Giga (1) \$15,000	Metamorphic (1) \$10,000	Evolutionary (6) \$8,000	Genetic (10) \$5,000	Catalyst \$3,000	Momentum \$1,500	Integral \$500	Elemental \$250
<b>Top billing on Festival materials and exclusive logo recognition on all Festival banners and posters; recognition throughout the Festival and the year as the Presenting sponsor</b>	•									
Sponsor for the State Finals of <b>Maine Invention Convention</b> , held as part of the MSF; recognition for <b>one year on the Maine Science Podcast</b> .	•	•								
Recognition at <b>MSF Headliner</b> event and all material surrounding the Headliner event	•		•							
Recognition as sponsor of <b>Friday Field Trip Day</b>				•						
Recognition as sponsor of one MSF <b>Showcase</b> event					•					
Advertising read on Maine Science Podcast (number of episodes)	20	10	5		1					
Recognition at one MSF <b>event</b>						•				
Recognition for supporting family and/or student <b>transportation</b>							•			
<b>Print Material Recognition</b>										
Logo recognition on Festival promotional poster	•	•	•	•						
Logo and/or text recognition on print materials which may include programs, maps, and select additional materials	•	•	•	•	•	•	•	•		
<b>Recognition on the MSF website, in social media, public relations, marketing, and other media *</b>										
Invitation to media events	•	•								
Name listing in all press releases and public relations efforts	•	•								
Opportunity for a quote in targeted press releases	•	•								
Logo recognition on official Festival front page	•	•	•	•	•	•				
Social network recognition	•	•	•	•	•	•	•			
Listing on official sponsor page with logo recognition and a link out	•	•	•	•	•	•	•	•	•	
Listing on official sponsor page										•
<b>General event Benefits*</b>										
Tickets to headliner event	25	15	10							
Quarter page advertisement in official program	•	•	•	•	•	•				
Opportunity to have a programmatic presence at festival events	•	•	•	•	•	•	•			
15% off advertisement rate in official program							•	•	•	



**For more information contact: Kate Dickerson**  
 kdickerson@mainediscoverymuseum.org, (207) 262-7200